

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
PO Box 26888
Lehigh Valley, PA 18002

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
933011-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WXII	Jamie Andrus	Eagle-Washingt	National

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	692

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	933011	07888891

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/05/12	M-F WXII 12 News @ 5 a5-6am		-TWTF--	:30	4	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 10/02/12 5:37 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV19ACH \$300.00 NM 2 WXII W 10/03/12 5:13 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV19ACH \$300.00 NM 3 WXII Th 10/04/12 5:39 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV19ACH \$300.00 NM 4 WXII F 10/05/12 5:47 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV19ACH \$300.00 NM									
2	10/08/12	10/08/12	M-F WXII 12 News @ 6 a6-7am		M-----	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 6:21 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV19ACH \$725.00 NM									
3	10/04/12	10/05/12	NBC Today Show	7-9am	---TF--	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---TF-- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Th 10/04/12 8:43 AM NBC Today Show 7-9am :30 USPRTV19ACH \$900.00 NM 2 WXII F 10/05/12 8:59 AM NBC Today Show 7-9am :30 USPRTV19ACH \$900.00 NM									
4	10/08/12	10/08/12	NBC Today Show	7-9am	M-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 8:41 AM NBC Today Show 7-9am :30 USPRTV19ACH \$900.00 NM									
5	10/02/12	10/05/12	Live with Regis & Kelly	9-10AM	-TWTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 10/02/12 9:45 AM Live with Regis & Kelly 9-10AM :30 USPRTV19ACH \$250.00 NM 2 WXII W 10/03/12 9:41 AM Live with Regis & Kelly 9-10AM :30 USPRTV19ACH \$250.00 NM 4 WXII Th 10/04/12 9:15 AM Live with Regis & Kelly 9-10AM :30 USPRTV19ACH \$250.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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American Crossroads	American Crossroads	692	

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5	10/02/12	10/05/12	Live with Regis & Kelly	9-10AM	-TWTF--	:30	4	\$250.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXII F 10/05/12 9:27 AM Live with Regis & Kelly 9-10AM :30 USPRTV19ACH \$250.00 NM									
6	10/08/12	10/08/12	Live with Regis & Kelly	9-10AM	M-----	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 9:37 AM Live with Regis & Kelly 9-10AM :30 USPRTV19ACH \$250.00 NM									
7	10/02/12	10/05/12	NBC Today Show II	10A-12N	-TWTF--	:30	4	\$100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWTF-- 4 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WXII Tu 10/02/12 11:27 AM NBC Today Show II 10A-12N :30 USPRTV19ACH \$100.00 NM 2 WXII W 10/03/12 10:50 AM NBC Today Show II 10A-12N :30 USPRTV19ACH \$100.00 NM 3 WXII Th 10/04/12 11:59 AM NBC Today Show II 10A-12N :30 USPRTV19ACH \$100.00 NM 1 WXII F 10/05/12 11:51 AM NBC Today Show II 10A-12N :30 USPRTV19ACH \$100.00 NM									
8	10/08/12	10/08/12	NBC Today Show II	10A-12N	M-----	:30	1	\$100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 10:30 AM NBC Today Show II 10A-12N :30 USPRTV19ACH \$100.00 NM									
9	10/02/12	10/05/12	M-F WXII 12 News @ No	12-1pm	-TWTF--	:30	4	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWTF-- 4 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 10/02/12 12:24 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV19ACH \$250.00 NM 4 WXII W 10/03/12 12:38 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV19ACH \$250.00 NM 1 WXII Th 10/04/12 12:58 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV19ACH \$250.00 NM 3 WXII F 10/05/12 12:13 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV19ACH \$250.00 NM									
10	10/08/12	10/08/12	M-F WXII 12 News @ No	12-1pm	M-----	:30	1	\$250.00	NM
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11	10/02/12	10/05/12	M-F WXII 12 News @ 5 p	5-6pm	-TWTF--	:30	4	\$800.00	NM
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12	10/02/12	10/05/12	M-F WXII 12 News @ 6 p	6-630pm	-TWTF--	:30	4	\$1,000.00	NM
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14	10/02/12	10/04/12	M-Sun Nightly News	630p-7p	-TWT---	:30	3	\$1,300.00	NM																																																																																																															
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15	10/02/12	10/05/12	Inside Edition	7-730pm	-TWTF--	:30	4	\$800.00	NM																																																																																																															
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MG for 15.3 10/03																																																																																																																								
16	10/08/12	10/08/12	Inside Edition	7-730pm	M-----	:30	1	\$800.00	NM																																																																																																															
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$800.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WXII</td><td>M</td><td>10/08/12</td><td>7:21 PM</td><td>Inside Edition</td><td>7-730pm</td><td>:30</td><td>USPRTV19ACH</td><td>\$800.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	M-----	1	\$800.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	M	10/08/12	7:21 PM	Inside Edition	7-730pm	:30	USPRTV19ACH	\$800.00	NM																																																																													
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																																																			
	10/08/12	10/14/12	M-----	1	\$800.00																																																																																																																			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																																														
1	WXII	M	10/08/12	7:21 PM	Inside Edition	7-730pm	:30	USPRTV19ACH	\$800.00	NM																																																																																																														
17	10/02/12	10/05/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$700.00	NM																																																																																																															
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-TWTF--</td><td>4</td><td>\$700.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WXII</td><td>Tu</td><td>10/02/12</td><td>7:40 PM</td><td>Entertainment Tonight</td><td>730-8pm</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr><tr><td>4</td><td>WXII</td><td>W</td><td>10/03/12</td><td></td><td>Entertainment Tonight</td><td>730-8pm</td><td>:00</td><td></td><td>\$700.00</td><td>NM</td></tr><tr><td colspan="11">See MG 17.5</td></tr><tr><td colspan="11">***stp mon 10/8***</td></tr><tr><td>3</td><td>WXII</td><td>Th</td><td>10/04/12</td><td>7:45 PM</td><td>Entertainment Tonight</td><td>730-8pm</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr><tr><td>1</td><td>WXII</td><td>F</td><td>10/05/12</td><td>7:47 PM</td><td>Entertainment Tonight</td><td>730-8pm</td><td>:30</td><td>USPRTV19ACH</td><td>\$700.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-TWTF--	4	\$700.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WXII	Tu	10/02/12	7:40 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM	4	WXII	W	10/03/12		Entertainment Tonight	730-8pm	:00		\$700.00	NM	See MG 17.5											***stp mon 10/8***											3	WXII	Th	10/04/12	7:45 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM	1	WXII	F	10/05/12	7:47 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																																																			
	10/01/12	10/07/12	-TWTF--	4	\$700.00																																																																																																																			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																																														
2	WXII	Tu	10/02/12	7:40 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM																																																																																																														
4	WXII	W	10/03/12		Entertainment Tonight	730-8pm	:00		\$700.00	NM																																																																																																														
See MG 17.5																																																																																																																								
stp mon 10/8																																																																																																																								
3	WXII	Th	10/04/12	7:45 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM																																																																																																														
1	WXII	F	10/05/12	7:47 PM	Entertainment Tonight	730-8pm	:30	USPRTV19ACH	\$700.00	NM																																																																																																														

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933011-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	692	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/02/12	10/05/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$700.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXII M 10/08/12 7:47 PM Entertainment Tonight 730-8pm :30 USPRTV19ACH \$700.00 NM MG for 17.4 10/03									
18	10/02/12	10/05/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	-TWTF--	:30	4	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWTF-- 4 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 10/02/12 11:33 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM 4 WXII W 10/03/12 11:34 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM 3 WXII Th 10/04/12 11:29 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM 1 WXII F 10/05/12 11:25 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM									
19	10/06/12	10/06/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	-----S-	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 10/06/12 11:09 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM									
20	10/08/12	10/08/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	M-----	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 11:32 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV19ACH \$800.00 NM									
21	10/02/12	10/05/12	NBC Tonight Show	1135pm-1237am	-TWTF--	:30	4	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWTF-- 4 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 10/02/12 12:32 AM NBC Tonight Show 1135pm-1237am :30 USPRTV19ACH \$300.00 NM 1 WXII W 10/03/12 12:10 AM NBC Tonight Show 1135pm-1237am :30 USPRTV19ACH \$300.00 NM 4 WXII Th 10/04/12 12:20 AM NBC Tonight Show 1135pm-1237am :30 USPRTV19ACH \$300.00 NM 3 WXII F 10/05/12 12:08 AM NBC Tonight Show 1135pm-1237am :30 USPRTV19ACH \$300.00 NM									
22	10/08/12	10/08/12	NBC Tonight Show	1135pm-1237am	M-----	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 12:10 AM NBC Tonight Show 1135pm-1237am :30 USPRTV19ACH \$300.00 NM									
23	10/02/12	10/04/12	M-F WXII News @ 430a 430a-5a	430a-5a	-TWT---	:30	3	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWT--- 3 \$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 10/02/12 4:53 AM M-F WXII News @ 430a 430a-5a :30 USPRTV19ACH \$50.00 NM 1 WXII W 10/03/12 4:45 AM M-F WXII News @ 430a 430a-5a :30 USPRTV19ACH \$50.00 NM 3 WXII Th 10/04/12 4:43 AM M-F WXII News @ 430a 430a-5a :30 USPRTV19ACH \$50.00 NM									
24	10/06/12	10/06/12	WXII 12 Sa/Su News at 6-8am	6-8am	-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S- 1 \$400.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Invoice #	Invoice Date	Invoice Month	Invoice Period
933011-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	692	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/06/12	10/06/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$400.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 10/06/12 6:40 AM WXII 12 Sa/Su News at 6am 6-8am :30 USPRTV19ACH \$400.00 NM									
25	10/06/12	10/06/12	Notre Dame Football	ND Football	-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 10/06/12 9:22 PM Notre Dame Football ND Football :30 USPRTV19ACH \$400.00 NM									
26	10/07/12	10/07/12	NBC Sunday Today	8-9am	-----S	:30	1	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S 1 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 10/07/12 7:58 AM NBC Sunday Today 8-9am :30 USPRTV19ACH \$700.00 NM									
27	10/07/12	10/07/12	NBC Meet the Press	9-10am	-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 10/07/12 9:59 AM NBC Meet the Press 9-10am :30 USPRTV19ACH \$500.00 NM									
28	10/08/12	10/08/12	M-Sun Nightly News	630p-7p	M-----	:30	1	\$1,300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$1,300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 7:00 PM M-Sun Nightly News 630p-7p :30 USPRTV19ACH \$1,300.00 NM									
29	10/02/12	10/03/12	M-F WXII 12 News @ 6 a-6-7am		-TW----	:30	2	\$725.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TW---- 2 \$725.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 10/02/12 6:52 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV19ACH \$725.00 NM 1 WXII W 10/03/12 6:28 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV19ACH \$725.00 NM									
30	10/08/12	10/08/12	M-F WXII News @ 430a	430a-5a	M-----	:30	1	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 4:55 AM M-F WXII News @ 430a 430a-5a :30 USPRTV19ACH \$50.00 NM									
31	10/08/12	10/08/12	M-F WXII 12 News @ 5 a-5-6am		M-----	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 10/08/12 5:28 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV19ACH \$300.00 NM									

Total Spots 67

Gross Total \$38,075.00



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933011-1	10/14/12	October 2012	10/01/12 - 10/08/12
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American Crossroads	American Crossroads	692	

Agency Commission **\$5,711.25**

Net Amount Due **\$32,363.75**